

LA FRANCE

Shoes for Gentlemen

AFTER viewing our display of LA FRANCE models for Fall and Winter, who dares to dispute our claim to leadership in the offering of footwear of Style, Quality and Dependability?

This year the master-designers of LA FRANCE Shoes have undoubtedly taken a long stride in advance of their competitors—particularly in the creation of novel effects in new colors and two-tone leather combinations.

Season after season the style-wise women of Washington have selected LA FRANCE Shoes because they know that

LA FRANCE Styles are Authentic—

LA FRANCE Quality is Superior—

LA FRANCE Satisfaction is Guaranteed—

LA FRANCE Prices are Modest—

\$4 to \$9



The Berberich Guarantee

"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction.

"BERBERICH'S."

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

MAIN STORE
1116-22 7th St.

BRANCH STORE
813 Penna. Ave.